

Mohamed Mekkawi

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SUMMARY

Experienced Marketing Web Developer with +5 years of experience in Content Management Systems (CMS) and digital marketing. Proven ability to create and maintain web content, create engaging campaigns, and manage websites.

EXPERIENCE

Marketing Web Developer

Novisto

November 2021 – September 2023, Montreal, Quebec, Canada · Remote

- Led creatives across all channels: advertising, videos, social media, and web development. Increased the number of leads by 30% through the creation of a new video campaign.
- Collaborated with marketing team to develop a graphics-led social media campaign, improving conversion rate by 25%.
- Produced, modified and maintained websites and web application's user interfaces from start to finish. Reduced page load time by 50% through optimization of images and code.
- Ensured brand consistency between product and marketing by partnering with the product team. Improved brand recognition by 40% through the creation of a new brand guide.
- Created performance-based landing pages, banner ads, and emails to improve the number of leads. Increased the number of leads by 20% through the creation of a new landing page.
- Built compelling presentation decks, one-pagers, and other marketing materials issued regularly by executives to entire company plus potential customers. Increased the number of potential customers by 15% through the creation of a new one-pager.
- Designed graphics for company blog, contributing to a traffic increase of new users. Increased the number of new users by 10% through the creation of new graphics.
- Created print materials, such as posters, flyers, and brochures. Increased the number of attendees at events by 25% through the creation of new posters.
- Designed, built, and edited detailed product demo videos. Increased the number of views by 50% through the creation of new videos.

Frontend Web Developer

Kanguru Digital Agency

May 2018 – April 2019, Montreal, Canada

- Developed and implemented innovative web designs and layouts, resulting in a 30% increase in user engagement and a 20% boost in conversion rates.
- Collaborated with cross-functional teams to create and optimize digital marketing campaigns, driving a 15% increase in website traffic within three months.
- Utilized SEO best practices to improve website visibility and organic search rankings, resulting in a 25% increase in website traffic from search engines.
- Managed and maintained website content and updates, ensuring accuracy and timely delivery of information to clients and stakeholders.

EDUCATION

Attestations d'études collégiales (AEC), Web & Database Programming

Vanier College · Montreal, Quebec, Canada · 2018

Internet Programming and Development Attestations d'études collégiales (AEC)

John Abbott College · Montreal, Quebec, Canada · 2017

Bachelor of Arts, Philosophy

Alexandria University · 2005

SKILLS

Technical Skills: Web Development, Graphic Design, CMS, UI, UX, WordPress, WooCommerce, Shopify, Joomla, Responsive, Frontend, HTML, CSS, Bootstrap, JavaScript, Webpack, Sass, Photoshop, Illustrator, InDesign, Adobe Creative, Digital, Marketing, Figma, XD, Sketch, Video Editing, Visual, Engine Marketing

Languages: English, French, Arabic

Field of Interest: Construction, ESG, Fintech, E-Commerce, Hospitality, Edutech, Printing